

DEFINING YOUR PERSONAL BRAND

A personal brand is a widely-recognized, largely-uniform perception of an individual based on their **experience**, **expertise**, **competencies**, **actions** and/or **achievements** within a community, industry, or the marketplace at large.

UNDERSTANDING YOUR BRAND

WHY CORE VALUES ARE IMPORTANT



- You demonstrate and model your values in action in your personal and work behaviors, decision making, contribution, and interpersonal interaction.
- You use your values to make decisions about priorities in your daily work and home life.
- Your goals and life purpose are grounded in your values.

DISCOVERING YOUR CORE VALUES - ACTIVITY:

- What values are most important to you? Which do you believe define your character?
- Ask others, family, friends, co-workers, your manager, your associates; whoever you believe will give you honest feedback and ask them for these words.

- Are there any words that stand out? That you connect to? Words that numerous people used?



UNCOVERING YOUR UNIQUE ATTRIBUTES



- Review your Core Values list and the feed-back from friends, family, colleagues, etc.
- Assessments – StrengthsFinder, Social Style, MBTI, DISC and Performance reviews / recognition and reprimands
- Volunteering, schooling, hobbies, non-“work-related” activities

STRENGTHS

WEAKNESSES

WHAT IS YOUR WHY?



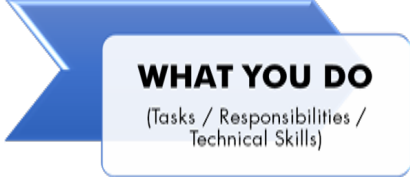


- Simon Sinek TED Talk - [How Great Leaders Inspire Action](#)
- What is your passion / purpose / True North?

ARTICULATING YOUR VALUE PROPOSITION

THE VALUE PROPOSITION

- It is a promise of value to be delivered, communicated and acknowledged. It is a belief from the customer about how value (benefit) will be delivered, experienced and acquired.
- Developing a value proposition is based on a review and analysis of the benefits, costs and value that can be delivered to it's customers, prospective customers and other constituent groups within and outside the organization.

VALUE = BENEFITS - COST

		
<p>EXAMPLE:</p> <p><i>Ensure to maximize net room revenue contribution by detailed understanding of entire booking channels</i></p>	<p>EXAMPLE:</p> <p><i>Strategic data analysis</i></p>	<p>EXAMPLE:</p> <p><i>Optimizing organizational profits through strategic trend analysis</i></p>
<ul style="list-style-type: none"> ▪ What are/were your key responsibilities and what IMPACT does / did your role have on the organization? ▪ What would be / is the IMPACT of not having your role and/or you in that role? <i>On the Clients / Customers? Employees? . . . On the Operation? Processes? Etc. . . . On the organization's Key Performance Indicators (KPIs) / Metrics?</i> ▪ What are some of the most recent CONCRETE results the organization seen by having YOU in your present role 	<ul style="list-style-type: none"> ▪ What are key skills and/or leadership competencies you possess . . . <i>Think about the strengths you already identified</i> ▪ How have those allowed you to IMPACT <i>On the Clients / Customers? Employees? . . . Clients / Customers? Your Team / Colleagues / Direct Reports? The Organization? . . . The Operation? Processes? Etc. . .Key Performance Indicators (KPIs) / Metrics?</i> ▪ What are some of the most recent CONCRETE results the organization seen by having employing an individual with your specific skills / competencies 	<ul style="list-style-type: none"> ▪ Looking at your experience, technical skills, leadership skills and competencies – <i>from a 50,000 ft. perspective</i> – what does that illustrate you are capable of?

CRAFTING YOUR ELEVATOR MESSAGE

AN ELEVATOR SPEECH

A quick synopsis of your background and experience that it should be short enough to present during a brief elevator ride. This speech is all about you: who you are, what you do, and what you want to do (if you're job hunting). Done right, this short speech helps you introduce yourself to career and business connections in a compelling way. It can help you build your network, land a job, or connect with new colleagues on your first day of work.

BE BOLD

KEEP IS CLEAR AND SIMPLE: Consider your personal brand and your value proposition:

- *Who I am / What I do / How I do it / Why I do it / Who I do it for*

BE BRIEF

KEEP IT CONCISE: Talk Less Say More

- *Focus on the core message / Lose the extraneous details / Eliminate redundancies, unnecessary or unclear information / Get specific / Don't say in 10 words what only take 5*

BE GONE

KEEP GONE: Leave them wanting to know more

- *Differentiate Yourself - What is different / unique about you? . . . Core values*
- *Make the Listener / Reader Care . . . Passion and Purpose*
- *Leave a "calling card" . . . "Check me out on Instagram" / "Connect with me on LinkedIn"*